

These 2 great improvements

You get them only in SUN-MAIDS

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How to choose a suit of clothes

Wouldn't you like it if you had some simple way of choosing a suit - so you could walk into a store knowing how to buy just the right thing and walk out knowing you had done it?



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Society Brand Clothes





Five Cents for Luck

The story that won the \$500 first prize in MacLean's short story contest

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MecLoud's Magazine, Sessember 24, 2027

MacLom's Mecoune, September 25, 1917 She had began to large, but the tops were Out into the personaling role? Deptito two common works, as it remaining the associaty of even highway the least provided with an element is married by the relation of the least provided with the provided with the provided by the least provid The state of the fact of the state of the st for abstracts and Display, housing of his about human understanding and around by, was about he for hards QUOCILY also Chartest Mr. 10 Cours start for was needed. For a weed, do may frome only being not flow for a three land, but proxylling recens it to be ull raght. Between, the night she reduced, wis was washered by Eury's though four-line particular set not released to a bed, intending motions: "Bury's library," Barth do active." PRACYPER! The wante and of an a cross that are mount of Charles and soler on



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Cheating 'The Graveyard' Thunks to science Considés Pacific gateness no longer to a mariner's nightmare Official By W BRUCE HUTCHISON





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MecLeur's Mexicine, Settember 14, 1917 "Fairy Kist" In which a murder mystery affords a doctor an opportunity of removing a terrifying war-horn hallucmation By RUDYARD KIPLING my & Green protection Amendo Hay Elle & McKetch, procuse and teach in Mile C. printing, suppose and leave Houset Koppe, interessing and all of the joids Carters Leader producblobel how to test of hands stropped with to be. These new to appead a stroppe, but in hed how seeing all tiple. The stronger these next of its variety as Earth, who was The little marine "He was a top, strong clean bit when middle confirmation of the tone other." Ingo

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The Camp Cook

Out in the wide open spaces, where men are men, the camp cook is a superman By CLIFTON PEASE



The Real Tyring to our Course







He's a strange, almost purpose over at passes who perfectly problems there must see



MecLeon's Megesine, September 25, 2927 Hills Far Away

Plinkey could sense beauty in the Selkirks but it took something approaching an avalanche to open his eyes to the beauty that was Mary

By RUTH HOLWAY Shannel In EDWARD MONEY

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Can We Stem the Exodus? MacLean's readers discuss the pros and cons of the argument concerning the need for a national effort to keep Canadian brains in Canada

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A close-up of the posful grant whose life job is to be Mayor of Montreal

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Marlant's Massine Settember 24, 2227







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MacLean's Maresine, Seatember 25, 1027

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"Tel PEnerspirit"
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MacLoud's Massaine, Settember 25, 1917

Streeting and Emillion Papers



Prosperity and Good Roads go Hand in Hand

Once the releases had speamed the Continent, undevalual districts what the nationals ded for the

Turva Rouls-economical, durable, practical-





Did Bonn Giant

Plan His Work?

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Wit, Wisdom -- Whimsicality

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Letters Reveal

Nelson's Love Collection of Letter Protter

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Building the Chrysler of Canadian

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The FLYING CLOUD



She makes old Passenger cars cheaper - and many new ones dear (he is a PLEASURE

SERAN TES VICTORIA

ROADSTER

MacLeon's Magazine, September 15, 198,

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Marken's Massine, September 24, 1917

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Ride with ETHYL and get the benefits of High Compression



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Canada by responsible oil companies and dasoline dealers. It has absolutely no ill effect on the motor or its parts. The first tankful will prove every claim. At numps which hear the "ETHYL" trademark shown above.

RINKS, GASOLINE CORPORATION, 25 Broadway, New York.

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САЧЮ Ушим Better Title and between your

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The Salesman's Strongest Ally IN these days of fast moving business and keen com-

petition the master salesmen in all lines pentheir faith to magazine advertising. To you, a salesman, magazine advertising means just this: It makes you more effective. It enables you to sell more goods, open new outlets. Magazine advertising creates lasting impressions on both consumers

and merchants-helps you build a strong and permanent business. Your sales are not based on price or friendship but on the solid fourdation of dealer appreciation. Your merchant contourn know that advertisms in MacLean's, for example, is soing into the boars of the leading families in every community—neggie who make the best customers because they set the buying habits for the community Merchants know that the reputation of nationally advertised brands on

dures during periods of depression—that the demand is certain—they tie to them most matily. Merchants find that it pays to link up with the products listed on these two pages which are advertised in MucLean's Magazine:

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Magazine advertising offers greatest measure of sales power

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ence-and your work is made easier, more productive and more pro-Then in why advertising in MacLenn's is so influented. Each same has the close attention of practically use half million readers—not only once but many times. Man-Show your free's advertising in MacLean's Managine to specificate. The it to work

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Washboards are clothes - graters

How Chipso gently \
soaks clothes clean!

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Saves 1/4 time in dishwashing Now, we promised you a suggestion for If your standards of elevations are at a weekboard to get your clothes clean you apply yours to adopt a show our in tion dokes as your process method. W

Chipse

OUICK SUDS

-at the touch of hot water

Chipso - hot water instant suds Soaks clothes clean! Dishes 1/4 less time



The most amazing success in the history of household soap

MocLous's Magazar, September 25, 1917 Active Women of Today 'Some Little Bug Will Get You!' Ashes of Roses Eugenst Bertoh Secretar Describer Numerous Insect Peris and Are Free J ANTHUS THUMBUR E 23 letted a body som who is the Switch his self the control hidden the lawyers of the land-rand arts blor a north-range. The probability is that these characters bearing were primarily From the Handicap of Yesterday's Hygienic Worries Disposal and a other enheriest futori Display Canadian Magazines Pallot with Collection marking the world's expensions. best, Kerte Marcia III times on one weight in medians, is in I fines as already as the reduced weight pol. Some Candid Canadianisms ONE as league from about broke has more there. The It is recognized that, regardless of the number of firest The time foliate Keine at bother frug and depostment storm everywhere, with real homoger sleeply by raying Bargas. * Common an extinute valid accleages of D on pre-mare, the Equilibrium School Storm. adies describe have the opportunity of reading at least size good Cristifian magneties The sale of Cartaffen magaziness as any Canadian cay, town or village below the most remains of all advertised Mail Coupon for Free Sample E Sample of KOTES

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Turn to Page 38 and Get

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MerLend's Magazine, September 23, 1922

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CONTENTS SEPTEMBER 15, 1015

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